



## ITB Virtual Reality Lab Day 3

Date	Time	Location
March 6, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

### Tags

[Virtual Augmented Reality Trends](#) [Digitalization](#)

### Events

**11:00 - 11:45**

#### **Unleashing the Full Potential of Digital Reality Experiences for Tourism Marketing**

- How to empower tourism marketing with augmented reality experiences
- How to boost Social Media communications with augmented reality
- Latest augmented and mixed reality use cases in tourism marketing

**Speaker:**

[Daniel Sack](#), CEO, 361/DRX

**Tags**

[Digitalization](#) [Virtual Augmented Reality](#) [Destinations](#) [Destination Management](#) [Marketing](#) [Social Media](#)

**13:00 - 13:45**

#### **VR And AR For The Digitalization Of The Tourism Industry – An Opportunity For More Sustainability**

**Session in German only!**

**Speaker:**

[Elle Langer](#), pimento formate, Virtual Reality Berlin-Brandenburg e.V.

**Tags**

[Sustainability](#) [Virtual Augmented Reality](#) [Digitalization](#) [Trends](#)